

are constructed. These pedestrian areas will not be inexpensive if done properly. Each merchant must be willing to pay his share.

To solve this problem the merchants must discuss and decide just how they will pay for these improvements. The possibilities of group assessment, what is a fair share, and sources of long term financing will have to be decided before the work can begin.

### City Government

The city has the responsibility to serve all of its citizens and not give special favors nor discriminate against any group. The central area of the Rocky Mount represents the economic center of not only the city, but of a larger region as well. Regardless of the fringe development around the city the central core represents the major tax base and highest property values within this large area. This being the case it can hardly be considered favoritism if the city government makes investments to protect this large concentration of economic and social facilities. In many situations the city will be the only organization with the means, either financial or legal, to accomplish a particular task. The officials of the city, both elected and salaried, must develop a strong sense of involvement with the central area problem and more importantly, with their solution. New ideas will be the order of the day and new solutions to old problems will be necessary if the city is to catch up and stay abreast of its problems.

The following are some of the basic responsibilities that city government should address itself to in its role in the physical development of the central area.

- (1) As mentioned above, the first ingredient for new growth and development will be that the decision-making people in city government must maintain their